

Abstract:**[0001]**

An object of the present invention is to provide a content reception and reproduction apparatus and content reception and reproduction method capable of avoiding the discontinuity of content reproduction and preventing the user from experiencing unpleasant feeling such as irritation or anxiety so that the user can pleasantly enjoy the content.

[0002]

The present invention is characterized by providing with an auxiliary content acquiring means for acquiring a reproducible content other than a main content as an auxiliary content, and a content switching means for switching a content for reproduction by a reproduction means to any one of the main content and the auxiliary content, so that the main content for reproduction is switched to the auxiliary content when the amount of accumulation of main contents falls short of a predetermined reference amount during a reproduction of main contents, and the content for reproduction is returned to the main content when the amount of accumulation exceeds the reference amount.